

45th Anniversary



*Through
the years.....*

EACH anniversary marks the steady progress of our big, friendly Winnipeg Store. Through changing times and fashions; through two world wars and a devastating flood, Eaton's marches forward—dedicated to the best interests of its customers and the welfare of its staff.

Contacts

JULY 1950

THE T. EATON CO. LIMITED
WINNIPEG CANADA



About Those Handy . . .

Merchandise Certificates and . . . Budget Coupons

MERCHANDISE CERTIFICATES are sold in the D.A. Office, all Exchange Offices and the Shopping Service in these denominations:

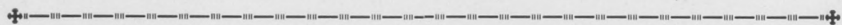
Twenty-five Cents	One Dollar	Five Dollars
Fifty Cents	Two Dollars	Ten Dollars

These certificates provide convenience to our customers for gift purposes, presentations and prizes. They are to be accepted in payment of merchandise to the value shown, at any store of The T. Eaton Company Limited in Canada.

BUDGET PLAN CERTIFICATES are sold at the Budget Plan Office, Seventh Floor, in \$15.00, \$25.00 and \$50.00 books. When making change, the same procedure applies as is used with Merchandise Certificates.

If the purchase is less than the amount of the certificate, change will be given in the form of certificates to the nearest dollar, and in cash for amounts of 99c* and under.

*NOTE—This is an increase from 24c to 99c.



Your E. E. C. F. Reports . . .

"Give a little love to a child and you get a great deal back"

Your Eaton Employees' Charitable Fund committee plans to keep you posted on what is being done with your weekly subscriptions to the Fund. In May Contacts we reported that \$11,500 had been pledged to the various organizations that were then listed. Since then the following donations have also been made:

Salvation Army	\$2,500.00
Stella Avenue Nursery	250.00
Lakeside Fresh Air Camp	202.00
(For maintenance and hospital supplies)	
Total	\$2,952.00

You will note that much of this money will be spent on child welfare. With the glorious summer months ahead, isn't it a heart-warming thought to realize that we are helping little ones to have a happy holiday and nourishing food!

'WAY BACK WHEN-



45TH MILESTONE...

Away back in July, 1904, the Winnipeg Store was only an idea on paper—prairie grass covered its site and thousands destined to become its employees were yet unborn.

Life was simpler in "them thar" days. There were no "drive-in" movies, no parked cars to speak of and no evening of solid enjoyment could be spent in the parlour with a stereoscope viewing Niagara Falls, the Eiffel Tower and other world wonders. A perusal, too, of the family album was always good for an hour's amusement—that is provided you could stand the discomfort of the sofa's unrelenting springs and those diabolic horsehairs that prodded one into an early departure!

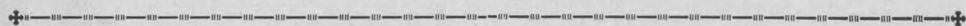
July 24, 1904, however, was an historic day for Winnipeg. 'Twas then that the first sod was turned for Eaton's Store. The record tells us that to the question put by a certain Winnipeg builder as to how long it was going to take to put up the proposed five-storey store, the Eaton official in charge of the work replied: "We expect to be running in twelve months." The builder laughed. "You couldn't put up a band-box in that time," said he. But the builder reckoned without the leadership of the late Sir John Eaton, or the calibre and enthusiasm of those responsible with him for the new venture.

And so on Monday, July 17, a few days less than a year from the turning of the first sod, the Winnipeg Store was opened for business with a staff of 700 Eatonians.

The rest of the story of our Company's great western development from Port Arthur to Vancouver is familiar history to present-day Eatonians.

Today our Store is a comely matron in her mid-forties and that little band of 700 has grown to 8,000 staff members. Of these some 913 in Winnipeg and the West are now members of the Eaton Quarter-Century Club, with service running from 25 to 46 years.

Anniversary is always Winnipeg's most important shopping day in the year. Knowing past records, we don't hesitate to prophesy now that the Store's 45th anniversary will set a new high in the service given by Eatonians.



Well Done, Eatonians — You Upped It Again!

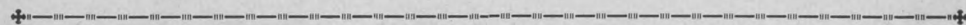
On May 19, the record-making gift of Eatonians across Canada to the Manitoba Flood Relief Fund was announced as \$153,517. This was matched by the Company, making a total contribution to the Fund of \$307,034. Naturally we were bursting with pride! Now come the final figures!

Eaton employees across Canada.....	\$171,842.15
Matched by the Company.....	171,842.15

Grand Total.....	\$343,684.30
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(And isn't it a Grand Total!)

Well, there you are, folks. The Manitoba Flood Relief Fund gets another grand boost. Trust Eatonians to go over the top!





Top—Gently as a bird the giant stratocruiser dropped to the runway.
 Left—Eaton trucks back up to the ramp as movie and press cameras click.
 Right—Eaton men assist in unloading the bundles from Britain.

OPERATION "SPEEDBIRD"

BOAC Flood Relief Airliner Brings "Bundles From Britain." Eaton's Assists Red Cross in Handling the Precious Cargo

Raw winds and rain whipped across Stevenson Field when promptly at 11 o'clock on Friday morning, June 2, the giant British stratocruiser, "Caledonia," zoomed out of a sullen sky and set down silently at the Winnipeg airport. Her mission of mercy was completed.

Trucks of The T. Eaton Company immediately drew up to the BOAC speedbird. They had come to assist unload and transport the big cargo of Red Cross supplies sent by sympathetic Britons to help weary victims of the Red River's disastrous flood.

The Red Cross had contacted the Company and they, ready to assist in any program of flood relief, placed the matter in the hands of the Delivery Department. Supervisor Clayton Tucker went to work on it, placing two large and almost new trucks, with smartly uniformed operators, at the Red Cross' disposal. Despite the rain a big crowd, including the Lieutenant-Governor and Mrs. McWilliams, was also on hand to welcome the speedbird's officers, while movie machines and press cameras jockeyed for position.

As we watched the huge plane circling for a landing, a feeling of tenseness became one of almost silent awe. The big silver bird taxied up the runway for spotting and unloading, the engines stopped and when the immense propellers ceased their powerful revolutions the crowd began to weave in for a closer look. As the cameras clicked, Eaton's furniture truck No. 370, looking just as bright and shiny as the great silver bird it was meeting, slowly backed up to one of the forward unloading doors. It was held for a moment to

A FRIEND HAS PASSED

W. H. (BERT) MATTHEWS IS LAID TO REST

With the passing of Mr. W. H. Matthews on Thursday morning, June 15, the Winnipeg management lost an outstanding member, the Jewellery, China and Optical Departments a beloved chief, and Eatonians across Canada a warm-hearted friend.

Winnipeg born, William Herbert Matthews joined the Jewellery Workroom of the Company as a master engraver in December, 1916. In May, 1926, he transferred to the Store Jewellery Department. Here, by sheer ability and a capacity for management, he rapidly advanced and in 1939, upon the retirement of Mr. George Hubbs, he was appointed supervisor of the Jewellery, China and Optical Departments.

The tragic loss of Mr. Matthews' son, Stanley, who was killed while serving overseas with the R.C.A.F. during World War II, was a blow that doubtless contributed to his long illness and death at the comparatively early age of 57.

To think of the man "Bert" Matthews (as he was known to most of us), is to recall the lines from "Julius Caesar": *"His life was gentle and the elements so mixed in him that nature might stand up and say to all the world, 'This was a man.'"*

Tall, broad-shouldered, ruggedly handsome, he was also big in qualities of mind and heart. He was a keen sportsman and a grand companion whether on a fishing jaunt, a business trip or as a member of Khartum Temple, A.A.O.N.M.S. In the administration of his departments Mr. Matthews was the kind, considerate and ever-approachable chief. Indeed, for all Eatonians he had a quick smile and a cheery word of greeting that won him friends on every hand.

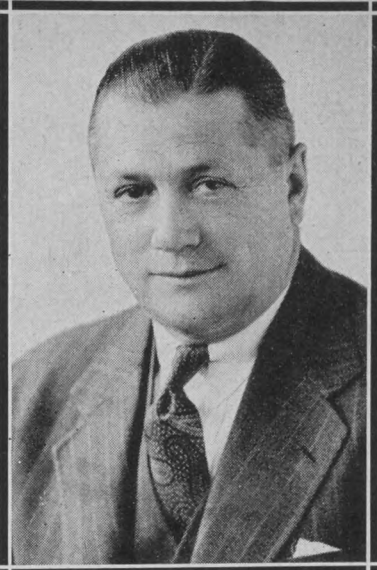
Besides his widow, Ethel, Mr. Matthews is survived by one daughter, Joyce (Mrs. J. Gretsinger), one grandchild, Meredith Matthews, and three brothers, Russell, Kingsley and Wilbur, residing in California. To them is extended our deepest sympathy.

The funeral service was held on Saturday afternoon, June 17, the Rev. F. J. Boyd officiating. A large number of Eatonians from all ranks attended to pay their last respects.

Honorary pallbearers were: Messrs. G. M. Eaton, R. D. MacLean, L. W. Houston, R. M. Pinfold, W. B. Pickard, A. Murray, R. S. McCordick, R. W. Sheardown, A. H. Young, C. R. Graham, W. H. Milner, J. R. Mooney (Toronto).

Active pallbearers were: Messrs. A. Cranston, R. Robertson, V. Dancer, M. Donaldson, E. G. Smith, J. H. Yelland.

Mr. Matthews was laid to rest in Elmwood Cemetery.



Mr. W. H. (Bert) Matthews

OPERATION "SPEEDBIRD"

(Continued from Page Two)

allow the press and magazine cameras to get some shots of the loaded interior, and the chain-passing man to man, of the bundles from Britain on their way from plane to truck.

The great plane's nose, containing the navigating instruments and the four big engines, presented an outstanding background for the familiar red, white and blue Eaton vehicle, big in itself but peculiarly dwarfed beside the sleek body of the overseas visitor.

Glancing within we noticed that the luxurious furnishings and fixtures for the big ship's passenger traffic had been entirely removed to make way for "Bundles for Manitoba."

The load, consisting of 731 pieces desperately needed by the Red Cross, was soon discharged. Indeed, the precision of the whole movement is reflected by the fact that the entire load checked out perfectly.

The Company appreciated this opportunity of assisting in this further effort of relief, linking them with the great Empire chain of sympathy and human understanding in a disaster unparalleled in our city's history.

Safe Driving Rewarded!

204 Eaton Drivers Share \$2,680 in Safety Awards Presented by the Company

Safety, like virtue, is its own reward, but on Monday morning, May 29, 204 Eaton drivers also shared awards totalling \$2,680 in recognition of their achievements in safe driving and road courtesy during the past season. The presentation was made in the drivers' recreation room with Mr. Clayton Tucker, delivery supervisor, presiding, and Mr. W. B. Pickard, superintendent, on hand to congratulate the drivers.

The presentation of awards is normally one of the big highlights of the Delivery Department's year, with a banquet and entertainment at the Fort Garry Hotel to which civic and provincial dignitaries are invited. Due to the flood emergency, explained Mr. Tucker, the banquet would have to be postponed.

Five Million Miles—No Personal Injury!

Thanking his men for their contribution to traffic safety on Winnipeg streets, Mr. Tucker said that 165 trucks had rolled up 945,000 miles during the season with only 34 chargeable accidents—all of a minor nature.

"During the past five years you have driven five million miles," said Mr. Tucker proudly, "without any personal injury."

This, declared the delivery chief, was because his men had learned the formula of defensive driving: *"The ability of a driver to recognize the ingredients of an accident in the making and to build up such a defense against it that it cannot happen."*

(Continued on Page Five)

DESCRIPTION OF PICTURES

Top Row—Mr. Clayton Tucker (left) and Mr. W. B. Pickard congratulate the drivers.

Second Row—The "pay-off." Stan Barlow (left) and Vic Swaffer pay out the folding money. Driver A. Goodall on the receiving end.

Third Row—Stan and Vic again with "Shorty" Cumbers saying "thanks a lot!"

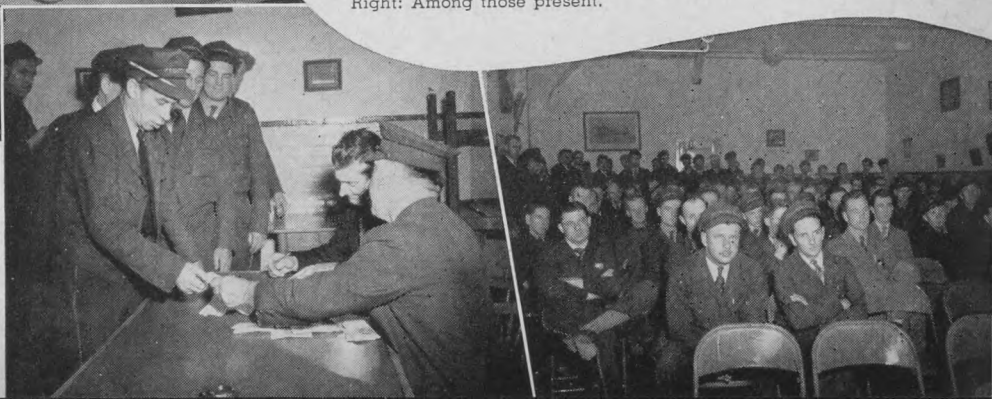
Fourth Row—Stan and Vic pay out to Bob Lees and Pat Mireault.

Fifth Row—Jack Sinclair and Inspector Joe Robinson check the prize list.

Lower Row—Left: Drivers Alex Bremner, Jack Bremner and Norman McKie receive their awards from Inspector Joe. Right: Among those present.



Four



Shades of Aunt Hetty!

Reproduced here is the sales slip for a sewing machine which was bought in 1906, or during the first year of the Winnipeg Store's operations.

It is interesting to speculate on the changes of fashions drummed out of this durable old "Seamstress" machine. In fancy one sees the bustle and ostrich feathers of the first decade—the flapper fashions of the twenties; the trim uniforms of the fighting forties, and now the sweeping, swinging skirts starting the fifties!

How fickle is fashion's wheel, and yet if we were to show you the ad. for a hat dated 1905, you'd think it was one you wore last summer!

This sales slip was brought in by a customer who found it in the drawer of a sewing machine which had belonged to her mother. Attached to the bill by an old rusty pin was the original pink C.O.D. slip dated 8-5-6.

Many thanks to Mrs. Van Kleek, of St. Vital, for her kindness in bringing this to our attention.

DEPT. 28	SALES NO. 91	DATE 8-5-6	DEL'TY Thursday
THE T. EATON CO. LIMITED		WINNIPEG, CANADA	
NAME Mrs. E. Jacobs	2055		
ADDRESS 696 Ellies Ave	C.O.D. 28-50		
WHEN AND HOW TO SHIP			
Quantity	No.	COLOR	DESCRIPTION
1			Seamstress D.S. Sewing Machine #1424893
Nº	8		28-50



SAFE DRIVING REWARDED

(Continued from Page Four)

Mr. W. B. Pickard said he was happy when he looked over the record. Apart from the incentive given them by the Company, said he, the drivers' success in safe driving was due to their determination to learn the rules of the road and to the leadership given them by Mr. Tucker.

The drivers' "road courtesy" was also stressed by Mr. Pickard, who said: "I thank you for your willingness to lend a helping hand and the many kind things you do while on the road."

The drivers were also commended by W. E. C. Hurlburt, on behalf of the Safety Committee, for their splendid record, as well as their assistance to evacuated Eatonians during the flood.

RECENT APPOINTMENTS

Winnipeg

Department W12—Drugs, Patent Medicines, Surgical Supplies, Toiletries, Brushes, Soaps, Cameras, Photographic Supplies, Storage Equipment, Veterinary Supplies and Fire Extinguishers:
MR. J. P. ROSS, assistant.

Department W212—Drugs, Patent Medicines, Surgical Supplies, Toiletries, Brushes, Soaps, Cameras, Photo Studio:
MR. A. BEAVIS, signature (Cameras).

Calgary

Department C272—Carpets, Linoleum, Oilcloth, Tile and Oriental Rugs:
MR. A. J. WARD, assistant.

CURTAIN CALL FOR DRIVERS!

A Flood Evacuee Writes This Thank You Letter from Vancouver to the Management:

"180 King's Road West,

"North Vancouver, B.C.

"I would like to convey my thanks to your Company for the great help that was given us and other people of St. Vital during the flood. Special thanks go to two of your employees, Jim Thorburn and his helper, George. They were of great assistance to us and the people of St. Vital. They are two real men. We saw so many of your truck drivers helping people and they certainly did a great job.

"I'm sure the people of St. Vital will not forget The T. Eaton Co. and their employees. We came to Vancouver until the flood was over and hope to return next week. We paid a visit to your Store here, and heard some nice remarks from the Vancouver people about it.

"Thanking you again. Yours truly,

"Mrs. George Turner,

"25 Fernor Ave., St. Vital, Man."

QUIET, PLEASE!

The value of quieting unnecessary noises in offices and factories has been proven over and over again in an expanding variety of situations. Management authorities now recognize that the reduction of non-essential noise leads to less nerve strain, increased efficiency and greater productivity.

—Industrial Health.



"YOUTH UNLIMITED"

(The Story of Eaton's Junior Council and Executive)

You have probably seen these young people with the natty blue blazers and Junior Councillor or Junior Executive crests on their pockets, hustling around the Store, and some of you must have wondered who they were. What follows is but a basic outline.

The Junior Council is a group of girls representing the high schools and their students across Canada. The Junior Executive is the male counterpart. Both groups are sponsored by The T. Eaton Company and operate as active barometers of the ideas of the students.

In the Winnipeg Store there are 27 boys and 27 girls engaged in this activity. New groups are now being selected for 1950-51.

"Youth must be served" and Eaton's endeavours to do this by meeting it on its own ground. It would have been impossible to contact these important citizens as individuals, but it is possible to talk to them through the council and executive groups who are truly representative of the Canadian high school youth.

Council and executive groups are in operation in Calgary, Edmonton, Winnipeg, Toronto, Hamilton and Montreal. Under the supervision of Company advisers in each centre, they exchange their opinions and ideas, keep the moving picture of youth in focus and act as liaisons between the schools, the students and The T. Eaton Company Limited.

How Are They Chosen?

A new group is chosen each year with an eye to popularity with staff and students, personality, extra curricular activities and, of course, the report card. They are never selected without the endorsement of the principal. Nominees are interviewed by the adviser in each case, and the advisers make the final decision.

How Did It Start?

It was in 1939 that Eaton's became conscious of a new group of customers—the high school girls—a group searching for clothes suitable for their school and social life; a group with strong likes and dislikes and a good idea of what they wanted. This led to the formation of the first council.

In 1940, twelve high school girls who were picked from among the many who worked in the Toronto Store on Saturday, met together to exchange some ideas. Their opinions were frank and decided. They answered questions about Eaton's merchandise. They asked for simple, younger looking hats and plain shoes. They told how they had been buying rubber boots and painting them white. For some reason they liked them that way. Who could keep up with new fads like these? No one but the girls themselves, certainly not the people who had been out of touch with the high-school world for several years. The meetings and questionnaires rapidly became a weekly affair and information piled up on junior activities. The girls were known as Eaton's Junior Fashion Council.

In May, 1941, a first group of 26 boys, representing 26 high schools, was called together in Toronto. Since then five other centres have followed suit. Hamilton organized its first council and executive in 1943; Montreal, Winnipeg, Edmonton and Calgary formed in 1946.

(Continued on Page Seven)

WELL DONE, JUNIOR EXECUTIVES!

It is gratifying to note that the flood was not able to upset the morale of former Eaton Junior Executives. In spite of the difficulties they, like everyone else, must have encountered, four university scholarships were awarded to former members.

Our congratulations to:

GERALD O. JEWERS, Kelvin High School, 1948-49, who was awarded a first year Isbister Scholarship.

PAUL J. BEAULIEU, St. Boniface College, 1948-49, for a third year Isbister Scholarship in Latin Philosophy.

ROBERT L. WICKETT, St. John's Technical School, 1948-49, for a first year Interior Decorating Scholarship.

WILLIAM C. BRISBIN, Kelvin High School, 1948-49, Senior Councillor 1949-50, for an Isbister Scholarship in first year Engineering.

1948-49 must have been a bumper year for Junior Executives!



1 + 1 = 2

Six





Calling All Parcel Inspectors!

Calling All Parcel Inspectors!

Calling All Parcel Inspectors!

Can you help save our supplies? Conservation of wrapping paper, twine and notion bags is becoming more important than ever as these articles keep advancing in price.

Every time you use a notion bag a size too big the cost is increased; it also makes an untidy parcel and the customer is displeased. How about it? Have you lots of the right sizes of bags on hand, and are you using them? If not, get in touch with your Supply Department. They are anxious to help you.

Each time an unnecessary wind of string is put on the parcel there is that much string wasted. Is your string the right size for the purchase you have to wrap? If not, how about asking for the sizes required? The Supply Department has all sizes on hand.

Whenever too large a piece of wrapping paper is torn off and lapped around a purchase the excess paper causes an untidy parcel. This offends the customer and the waste of paper is costly. Have you the right size for the job?

How about using some of that gummed paper instead of string? It is easy to handle and less expensive. Try it! The Supply Department can provide it also.

Thank you, Eatonians!

"YOUTH UNLIMITED"

(Continued from Page Six)

What Are Their Activities?

The picture of council and executive activities would probably start with a scene from one of the weekly meetings. The council might be gathered to listen to a speaker from the Store's Fashion Bureau, or perhaps passing judgment on new spring styles.

The executives could be viewing a special movie on one of Canada's industries or listening to a prominent figure in the sports world. If a survey were in progress, they might be talking of what they would do when they left school or were on their summer holidays. There might also be a joint meeting in progress, and both groups could be listening to a speaker from the Store's Merchandise Office.

These young people might be modelling the latest fashions, be at tea dances and Saturday-night affairs with the Eaton's Band Box in attendance, or playing basketball or in the auditorium viewing a film from their own library. At the local track meet or school football game the execu-

tives arrange for programs. Several of our centres produce radio shows using all council and executive talent. One of the projects is an advertising contest where any future executives interested in advertising show their ability.

Every fall one of the councillors selected by a board of judges is featured as career girl in the Canadian Home Journal Girl Promotion.

What Happens To Ex-Members?

Many ex-members have entered university and graduated into professional life, while others have embarked on successful business careers. Their old relations with Eaton's have lured many of them back for permanent positions with the Company. One ex-member chases pucks for the Toronto Maple Leafs, and some were on the teams participating in the recent Olympic games.

Thus Eaton's is not only interested in youth at an early age but also in the after stages when they have grown into young men and women.

Veteran Eatonians Plan Well-Earned Retirement

Presented with parting gifts by fellow Eatonians and bearing the best wishes of their many friends, these Eatonians recently retired. May good health and happiness attend them!

(Reading from top to bottom on this page)

ISABELLE TAYLOR (M.O. Dress Goods) retired May 17 after 26 years' service. Mr. P. H. Longstaffe, head of department, presented her with a Cogswell chair on behalf of the staff.

SARAH J. MILLAR (Hardware Department), 32 years' service. At a dinner in her honour on June 8 she was presented with a wallet from the staff by Mr. W. L. Cable, supervisor (left).

MRS. ANNIE HUNTER (Lunch Room Services), 27 years' service, retired May 17. Presented with a gift of bed linen and a purse containing money by Mr. A. Wrigley (left).

TOMMY SMITH (Receiving Room), 38 years' service. At a farewell held on June 10 he was presented with a heater by Mr. Dan Galbraith (left) for the department, and with three "well-lined" wallets by different groups of staff members.

JOHN T. GANDY (Photograph W.R.), 26 years' service, retired June 1. He was presented with a wallet (suitably lined) by Mr. Morey, on behalf of the department, who spoke of Mr. Gandy's splendid work over the years.

JACOB (JACK) WILLEMS (Photography), 34 years' service, retired May 27. Presented with a suitably lined wallet by Mr. Ernie Morey, head of department.

MRS. LILLY STANDISH (Cashiers' Office), over six years' service, retired May 17. Presented with a suitcase by Mr. H. Einarson, supervisor, on behalf of the department.

MRS. LEAH PERKS (Lunch Room Services) retired June 14 after seven years' service. Mr. J. D. Laing, supervisor, presented Mrs. Perks with a pendant and well-filled wallet on behalf of the staff.

Eight



Mr. Graham (left) receives congratulations from his chief, Mr. Albert Kent.

"George" Graham Reaches His 40th Milestone



To the host of Eatonians, railroad and customs men who know Mr. Graham he's "George"—but when he was christened back there in Perry, Ont., mom and pop intended him to grow up with the moniker of E. Jordan Graham.

On May 21, George joined the distinguished group of Eaton men who have completed forty years with the Company. As a token of esteem from the Customs and Traffic Department, Mr. Albert Kent presented our hero with a beautiful picture. A mountain scene, entitled "Blanket of Snow," it will hang in the Grahams' living-room as a lasting memento of the occasion. Mrs. Graham was also remembered with a lovely bouquet. George looks after railway claims for the Company from Port Arthur to Vancouver. His association with the railways has always been most pleasant, George tells us, and he is proud that he enjoys their respect and esteem.

With his trim, youthful figure and alertness, George looks ready to try for another forty. Congratulations, old-timer!

* * * *

'First Lady' of the Sales Audit Honoured

Grace Birkett Celebrates 40 Years With Eaton's

Grace Birkett, a slender little lady with a bright smile and a brisk, pleasant manner, stood beside her desk in the Sales Audit on Saturday morning, June 10, and was showered with congratulations upon achieving her 40th anniversary with the Company. There was also a handsome gift for the travel-loving Miss Birkett—a "Kodak Tourist" camera with accompanying album. Presenting this on behalf of the staff, Mr. Rod Anderton, supervisor, added his personal thanks to Grace Birkett for her valuable assistance over the years.

Like her famous namesake, "our Gracie" Fields, our Grace Birkett is also an "exclusive." In her position as assistant, she has trained hundreds of girls in the intricacies of sales audit work. Meticulous, yet kindly, she has a natural gift for selecting good workers and developing them by patience and encouragement. It was a tribute to her ability that upon the opening of Calgary and Edmonton Stores Miss Birkett was selected to help install the sales audit system in those branches.

Grace Birkett's energy and love of her work is always apparent. And her anniversary was no exception. After the presentation she promptly cleared her desk of its festive trapping and remarked to Contacts: "Yes, it's been lovely! But I must keep a motherly eye on the work, you know." Throughout the morning, however, executives, management and old friends kept this fine Eatonian busy acknowledging their hearty congratulations.





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club

JOHN A. COLLETT

Head of Department 933, Basement Store

A stockroom boy who rose to head of department because he wasn't afraid to work, John Aubrey Collett (Basement Store) celebrated his quarter-century of Eaton service on Friday, June 9, when his associates honoured him with a breakfast party in the Grill Room. Mr. Murray Tasker, group manager, presided.

"Twenty-five years in one group of departments enables a man with capacity to achieve success in our Company, since its policy is to promote from within," said Mr. A. D. MacDonell, who was on hand to add his congratulations.

Mr. Tasker read messages of felicitation to Mr. Collett from various Company points. One from Supervisor John Dunlop read: "May your health be good, your pocket full and your family healthy for at least another 25 years."

Expressing his own congratulations, Mr. Tasker thanked Jack Collett for the help and guidance so freely given himself when he had first joined the Basement Store. At this point the charming Mrs. Collett (formerly Bertha Miller, Stationery) was presented with a bouquet of red roses by Miss Jessie McIntosh.

Mr. Bob MacDonald (sans bagpipes) then took over. Bob, as a close associate, lauded Jack Collett as "a dependable, well-respected Eatonian and a real gentleman." He then presented Mr. Collett with a nest of tables as an anniversary token from the staff.

Replying, Mr. Collett told of his years of training with the Juvenile and associated departments before joining the Basement Store in 1933. "I don't know of any organization I would sooner spend 25 years with than Eaton's," declared Mr. Collett with that quiet spoken sincerity.

Jack is the son of Mr. Ernie Collett, formerly in charge of Watch Repairs, now retired. Two little Collett daughters, Shirley, 10, and Joan, 3, add their congratulations to daddy.

* * *

Centre left: Mr. and Mrs. J. A. Collett. Lower left: Gustaf Olson. Lower right: Mr. D. J. Williams (right) receives congratulations from Mr. W. B. Pickard.



1920 — Thirty Years With Eaton's — 1950

Hearty congratulations to these old-timers who have completed three decades of service:

MR. JACK FRANCIS (Women's Coats and Suits).....	June 4
MR. WILLIAM SANDBROOK (Lunch Room Services).....	June 7
MISS BESSIE D. LINTON (Lunch Room Services).....	June 9
MR. DOUGLAS R. SCOTT (Electrical Work Room).....	June 24
MR. FREDERICK DEACON (Elevators).....	June 28
MISS JEAN McLACHLAN (Mail Order Neckwear, Handkerchiefs).....	June 28

Welcome to the Quarter-Century Club

GUSTAF OLSON

Gustaf Olson (Despatch) was welcomed to the Quarter-Century Club, Thursday morning, June 1, when Mr. Sam Young thanked him for his many years of service and presented him with a lawn mower and bedspread on behalf of the department.

Born in Sweden, Gus joined the Eaton family as a driver and has been with the Despatch Department for the last eight years. His quiet, kindly manner and ability to do a job well is appreciated by the Company and his fellow workers. A keen gardener, he believes with Amos Bronson Alcott that:

"Who loves a garden still his Eden keeps,
Perennial pleasures plants, and wholesome harvests reaps."

Mr. and Mrs. Olson have two children, Bob and Vera. One son, Alvin, was killed while serving with the R.C.A.F. overseas.

DAVID J. WILLIAMS

With a name like that you would naturally expect the Service Bureau's bustling Jack Williams to be a "Taffy" from the green hills of Llandudno, or some other place of unpronounceable Celtic origin. But David John Williams tells us that he hails from Bangor, Saskatchewan, instead of Bangor, Wales, and doesn't even play a harp—as yet. On his quarter-century morn, June 8, Jack received an elegant-looking torchiere lamp, the gift of his associates. The presentation was made by Mr. W. B. Pickard, superintendent, who declared that Jack was a true westerner and a true Eatonian.

The "trouble-shooting" Mr. Williams spent half of his Eaton service with the Delivery Department before joining the Service Bureau. Here he accumulated a fund of knowledge regarding the delivery routine which helps him in smoothing out problems of shortages and other customer emergencies.

A sunny, obliging Eatonian, Jack may often be seen hustling around after Store closing or on holidays chasing complaints, when you're banging that little white pill down the fairway.

"I always try to do the job the way the Company wants it done," says he, "and that is *thoroughly*."

Mrs. Williams was Irene Nelson, of Lilyfield, Man., and the Williams have two daughters, Maureen and Myra.

Blessings on the "Little Lady In Brown"

You may recall that Friday, June 9, was one of those damp, dreary days with leaden skies and a chill wind—so unwelcome to us Manitobans, especially now!

Passing along the third floor, we were suddenly bathed in a shaft of sunshine. No, it didn't come from any window—it beamed from the eyes of a gal!

"Look!" excitedly cried the girl in charge of the Manitoba Flood Relief Fund booth, pointing to the receptacle on her desk marked "Sink Surplus Silver." We looked, and there on top of some quarters, dimes and nickels was a folded five-dollar bill. "See that little old lady in brown, just going up the escalator?" We nodded. "Well, she just dropped it in and wouldn't leave her name nor accept a receipt," added the delighted girl.

So thank you, "little lady in brown" for your gift right from the heart. We know it will help bring back the sunshine to some flood-ravaged home!



Top Row—Left: Mr. Dailley is thanked by Mr. R. S. McCordick for a fine job of staff training. Centre: "Phew!" whistles Mr. Dailley in delight as he opens the parting gift from his staff. Right: Mr. Dailley's last day at the office. Beside him are Mr. A. D. MacDonell and Mr. T. P. McBryde.
Lower Row—Left: Mr. R. M. Pinfold wishes Mr. Dailley "and his numerous grandchildren all of the best."
Centre: Mr. Chairman—Harold Steele. Right: Mr. W. B. Pickard reads messages of felicitations.

PARTING SALUTE FOR THE COLONEL

Mr. W. G. B. Dailley Receives Jensen Silver Bowl

Wilfred Gordon Beal Dailley, O.B.E., staff superintendent of Winnipeg Store, retired on May 31. As a parting salute, Mr. Dailley was honoured by the management and supervisors with a dinner and presentation, which was held on Friday evening, May 26, at the Fort Garry Hotel. Mr. Harold Steele presided. He announced that the gathering was to honour a distinguished Eatonian of 42 years' service, who had also served his country as a high-ranking officer in two world wars.

Mr. W. B. Pickard read some of the many messages of felicitations from directors and officers of the Company, Store managers and associates. Mr. Pickard also referred to old times, old trips across the ocean with Mr. Dailley and to their soccer battles in "the good old days."

Mr. R. M. Pinfold, assistant general manager, then paid sincere but humorous tribute to the guest of the evening and his long and varied service; wishing him (and his numerous grandchildren) "all the best."

Staff Training Lauded

Mr. Dailley's commencement in 1908 was mentioned by Mr. R. S. McCordick, general manager, who carried his audience with him on a brief but comprehensive outline of Mr. Dailley's "tour" of duty; his many notable achievements in department and Store management, and in two war careers. *His greatest task, Mr. McCordick said, was the one from which Mr. Dailley was now retiring—his job of rehabilitating veterans of World War II and of keeping Eaton staff service at its best; also directing the training of future leaders of our organization.*

Mr. McCordick then, on behalf of those assembled, presented Mr. Dailley with a Jensen sterling silver bowl, and with it the sincere thanks of the Company, together with everybody's best wishes for the health and happiness of Mrs. Dailley and himself and all their family. Thanks and good wishes were also happily expressed by Mr. Gilbert Eaton on behalf of the President and the Eaton family.

(Continued on Page Thirteen)

"Where My Caravan Has Rested . . ."

Sayre Blenkhorn Plans a Year of Travel

What prospect could be more alluring than to embark on a year of travel with a good car plus an aluminum trailer specially tailored to your fancy and equipped with—yes, even a piano! Such are the plans of Mr. C. S. (Sayre) Blenkhorn, carpenters' chief, who retired on June 3 after 27 years with the Company.

A farewell dinner and program of entertainment was held in Sayre's honour by his staff at Moore's on Friday evening, June 2. Mr. Jim Stuart, our chief carpenter's lieutenant, presided, while present to add their good wishes were: Mr. G. M. Eaton, director; Mr. W. B. Pickard, superintendent; as well as heads of various maintenance departments.

"Without our good 'wood butchers,' 'paint spillers' and other maintenance services," said Mr. Eaton whimsically, "the Store couldn't operate so smoothly." He thanked Mr. Blenkhorn for his fine loyalty and a job always well done.

Mr. Pickard said that under Mr. Blenkhorn's administration more work had been done in the Carpenter Shop than ever before. "Sayre has proved himself a leader and a gentleman," added our superintendent. "He has not only been loyal to the Company but has also supported his men at all times, while every department speaks of his fine co-operation." Mr. Blenkhorn was then asked to accept a golf caddy cart as a parting gift from his staff.

Responding with quiet sincerity, Sayre thanked his men for their gift and the bouquet of roses sent to his good wife. He asked that the same splendid support always given him be given their new chief. "Bouquets or not," said Mr. Blenkhorn, "give the Company all you've got."

So, bon voyage, "Blenk" and Mrs. "Blenk." May your highways all be happy ones, is the wish of your legion of friends!



Mr. W. G. B. Dailley Honoured

(Continued from Page Twelve)

Replying, Mr. Dailley graciously thanked the chairman and those present for the honours accorded him and the wishes extended to Mrs. Dailley and himself. Many were the humorous incidents he mentioned at home and abroad on the Company's business and in sports; but in serious vein Mr. Dailley spoke of his good fortune in serving under the leadership of the late Mr. A. A. Gilroy, Mr. H. M. Tucker and Mr. R. S. McCordick, as well as the inspiration of the Eaton presidents. As a last message, said Mr. Dailley, he would speak to the younger members who would have the task for the next 25 or 30 years of making the Company grow and improve still further. To them he would say: "Watch and train your staff—educate your staff—lead your staff"—for only in success with the staff and their service and knowledge could Eaton's meet the challenge of the future as it had done in the past.

The Colonel Gets a "Late Pass"

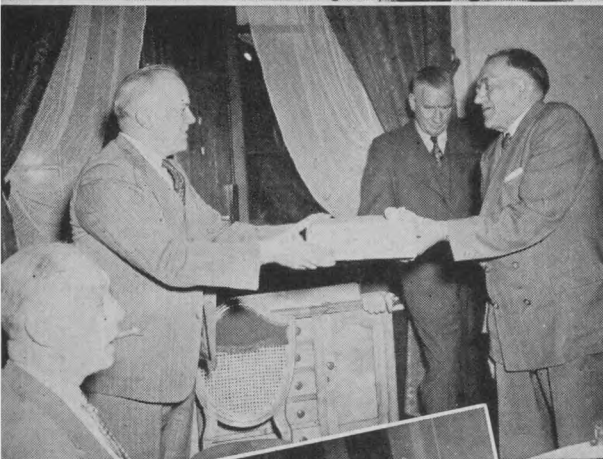
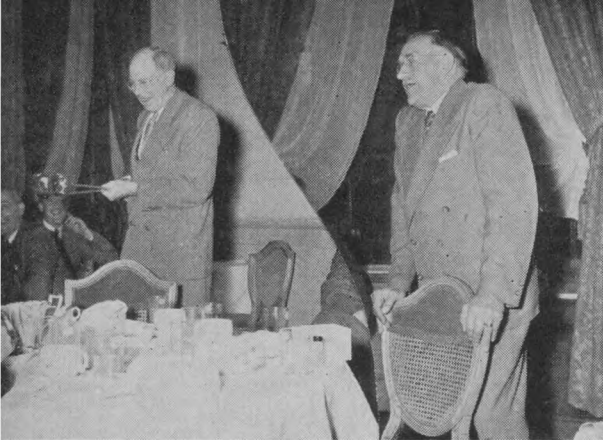
The following morning was Mr. Dailley's last day and he "had things to do." When he did not appear at his accustomed time, his staff (who had planned a surprise for him) pinned a "late pass" on the colonel's door.

On his arrival, Mr. Dailley was ushered into his gaily decked office for "court martial." Here the presiding "judge," Mr. A. D. MacDonell, spoke of the five happy years he had spent with Mr. Dailley in Educational and Staff Welfare work. He stressed Mr. Dailley's qualities as a leader, his judgment and friendliness—it had been a fine companionship.

On behalf of the Educational, Employment, Welfare and Hospital staffs, Mr. MacDonell then presented Mr. Dailley with a serving set in Jensen sterling to match his parting gift from the management and supervisors.

When he had come to the Staff and Welfare Office, said Mr. Dailley, in expressing his thanks, he realized its members "had something." "Mr. McCordick's remarks about the progress we've made in staff training are really a bouquet for Mr. MacDonell and his staff," declared Mr. Dailley. . . . "I shall miss you all," he added, in that clipped "orderly room" tone that hides a heart of gold. "The last five years have been as good as any," said he—and, as the mist in his eyes indicated, this was an understatement.

As the colonel and his lady cross the ocean on a holiday, we join in wishing them bon voyage and all of the best!



Mail Order Salute to PETER and PERCY

The Jade Room of the Fort Garry was the scene of a 40th anniversary salute on Friday evening, June 2, when two veteran members of the Mail Order management, Peter Ross, supervisor, Seeds Department, and Percy Longstaffe, head of department, Dress Goods, were honoured with a dinner and presentation by their business associates. During the evening, Mr. G. M. Eaton and Mr. R. M. Pinfold dropped in to extend their congratulations.

Chairman Jim Johnston, introducing the guests of honour, said they were "two gentlemen old in service but still young in years." Each had recently completed 40 years with the Company—each was an "individualist" in his line, and both have done a grand job for the Company.

Presentation of a "posh" looking fishing reel—the very finest—was made to Mr. Ross by Mr. Ed Rogers on behalf of the gathering. Summing up his tribute to Mr. Ross, the speaker stressed his integrity as a supervisor and graciousness as a host.

Percy Longstaffe is "all wool and a yard wide," declared Mr. W. E. Gray, in a fitting tribute to a man who has spent his lifetime in drygoods. Mr. Gray harked back to 1921 and told of Percy's fine contribution to community club work on Beaverbrook Street. He then presented Mr. Longstaffe with an elegant pair of golf clubs.

Both guests of honour replied with a flashback of their years with Eaton's. Each had started from the bottom—Percy at \$2.00 a week—Peter pushing truckloads of groceries. There were words of advice to those who have authority over younger men—and each stressed the importance of hard work in getting ahead with the Com-

(Continued on Page Fifteen)

DESCRIPTION OF PICTURES

Top Row—Responding, Pete Ross (right) had to get a word in about his beloved seeds. (He told of cauliflower seeds at \$4,000.00 per bag!)

Second Row—Fisherman Pete receives the gift of a top-flight reel for his tackle box, presented by Mr. Ed Rogers (left).

Third Row—Golfer Percy connects with a pair of drivers, presented by Mr. W. E. Gray (right).

Lower Row—"The Mills Brothers" (or a reasonably good imitation) entertain with song. Directed by Wish Houston (not in picture), the songsters were: Sam Fleming, Fred Eades, Albert Kent, Tommy Dodds, Bob Hutton and Jack Donnett with Harold Price at the piano. Yielding to pressure, Tommy Dodds also sang his famous flower song.



Board and Room \$4.75 Per Week!

(No, Not This Week, Folks. That Ad. Was a Few Weeks Back)

The "good old days" that older folk fondly recall do not seem to be a great deal different than today, according to the Winnipeg Telegram of March 16th, 1908, a copy of which was recently found behind a mirror by Miss Bessie Forbes (caretaking) and sent to Contacts. Tattered and yellowed with age, this newspaper of bygone days makes fascinating reading!

Marital troubles filled the headlines then as now—"Attempt to Murder His Wife and Kills Himself"—and of course, it was still the "wild and woolly west," for another headliner reads "Escaped Murderer Killed by Sheriff After Long Chase." Yes, folks, even a train robbery, but the sheriff had to chase his "would-be Jesse James" in a buggy!

We note Sir Wilfred Laurier was suffering with a cold.

Vaudeville flourished in them thar days, and could be seen at the Walker, Winnipeg, Dominion and Bijou theatres.

Eatonia Bowlers' League tournament was in full swing at the Saratoga alleys. The Hustlers were on top. Among the names still familiar to Eatonians are: McGregor, Pugh, Warren, Bloomer, Poole, Whitehead, Webster, Band, Wharton.

"Situations Wanted" were slightly different then—try and get this rate now. "If you want a woman to wash or clean at 15c per hour

phone —." Or this modest fellow writes: "Anglo-colonial gentleman, educated, (not blooming swearing, drinking variety), seeks position of trust. . . ." We trust he received a position due his abilities!

Board and room today is really something, but back in 1908 an ad reads: "Good room and board, English, five minutes from City Hall, modern house, \$4.75 a week." Isn't that something?



"Petticoats were petticoats in those days"

"Pass the Butter!"

Turning to our Eaton ads. . . . "The finest Eatonian creamery butter" was advertised in those piping days of peace at 25c a pound! Also: "Astonishing Values in Solid Gold Rings, 60c."

Check and stripe muslin went at the "quick yarding price of .09c."

Petticoats that were petticoats in those days with flounces, frills and lace were sold for the choice price of \$1.15.

The policy of "Goods Satisfactory or Money Refunded" was also a shining note in our Eaton daily store news, and we feel sure it also was the main drawing card of shoppers in the Winnipeg of those leisurely long-skirted, high-button-boot days of 1908, as it is today!

WHERE AM I?

Anyone who expects to get lost in the woods this summer is welcome to this system of locating direction without a compass when the sun is hidden. It comes to us from the Canadian Government Travel Bureau, who got it from — we quote — "five generations of Maritimes woodsmen" who got it, no doubt, from some ingenious Mic-Mac [and Contacts swiped it from Carling's "Hospitality"].

Here it is: Take a hunting knife and set the point on the centre of your thumbnail, holding the knife vertical. No matter how cloudy the day, if you look closely you will see a faint shadow on your thumbnail. The point of the shadow at the knife will point to the sun. Point the hour hand of your watch in the same direction as that of the shadow-point, and half-way between that hour hand and 12 o'clock will be due south. Any shiny surface, other than a thumbnail, will do equally well.

SALUTE TO PETER AND PERCY

(Continued from Page Fourteen)

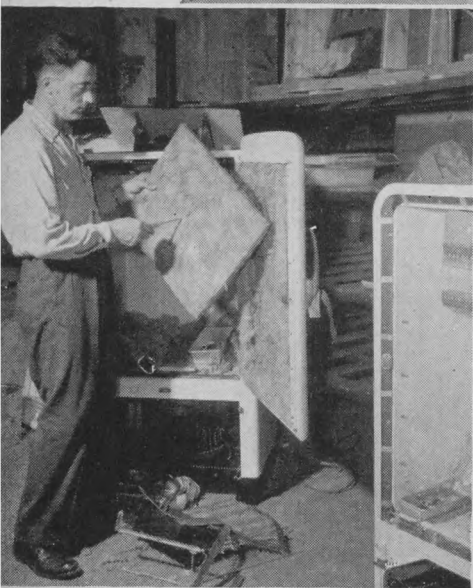
pany. "Nowhere else will you find a finer body of people to work with than at Eaton's" was the verdict of both men. And each declared that had they their lives to live over, Eaton's would again be their choice.

Mr. L. O. Vincent and Mr. Bill Gould also spoke briefly, lauding the guests of honour.

NOW COMES



Rel



Helping the Housewife Restore the "Sweet Home"

OH! NO!!! Tearfully the returning housewife gazes at the havoc in her home left by the flood. Grime! Slime! Rust! There stands her electrical servants—the stove, frig., washer and beloved "Mixmaster" flood-stained and "life-less"! A dirty grey waterline runs across the furniture and drapes—the children's bikes are rigid with rust—and there's a sickening stench over all! What to do? . . .

To help such flood sufferers put back the "sweet" into "Home Sweet Home," Eaton's has established a Flood Repair Centre that is doing a magnificent job in the big clean-up. A large area in the



Description of Pictures

Centre Left—This frig. receives new fibre glass insulation and has its unit checked by Steve Morrow.

Lower Left—Cleaned and disinfected, this group is ready for checking by the experts.

Sixteen

Top Picture—First a bath! Submerged in a Morris, Manitoba, home, this washer, range and frig. are hosed and scrubbed before passing along to the experts on the production line. On the hose and brush are Stan Hashuik and Charlie Carter.

Rehabilitation!

"Sweet" to "Home Sweet Home"

Mail Order was cleared to make way for this work of rehabilitation. Here a long production line of experts are busily checking and restoring ranges, oil units, frigs., washers, appliances.

In some cases they clean and repair the complete furnishings of a home right down to the baby's tricycle and the rust-ridden lawn mower.

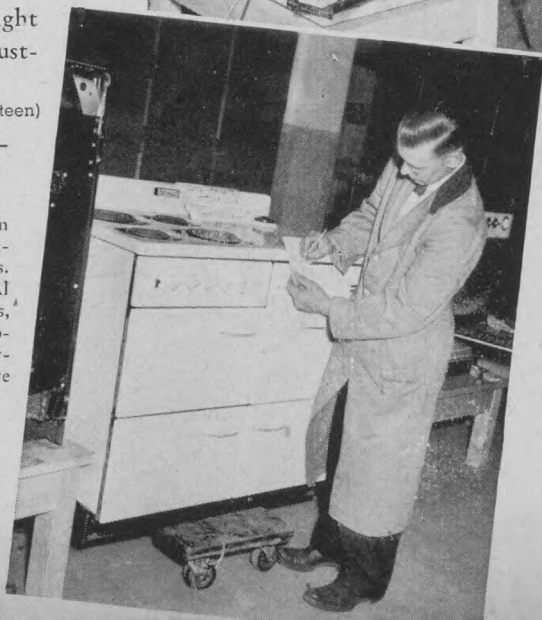
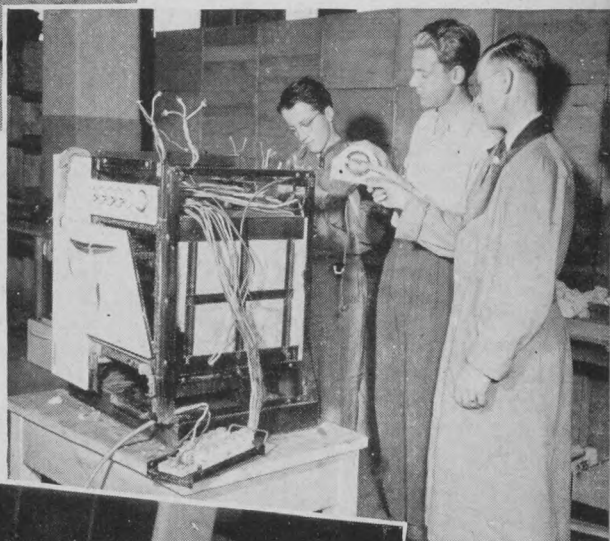
(Continued on Page Eighteen)

Description of Pictures

Centre Right—Stove "surgeons" operate on this range from Wildwood—they re-pack insulation, check switches, fuses and controls. Pointing to river water in stove's clock is Al Howcroft, assistant foreman of electric ranges, Guelph Stove Co. By this company's kind co-operation, Mr. Howcroft and Mr. George Stevenson came to Winnipeg to direct the stove repairs.

Lower Right—Once submerged, now restored, this electric range gets its final O.K. from Mr. Howcroft.

Seventeen



Rehabilitation!

(Continued from Page Seventeen)

Washing the river muck from fragile English china, costly bric-a-brac and crystalware is a job assigned to skilled china packers.

Bicycles come under the experienced eye of Gil Farmer, veteran bicycle repair man. Gil shakes his head sadly over their working parts, red and rigid with rust. "Much easier to put 'em together than to take 'em apart," says he.

Finally, the Delivery Department plays a vital part in this big job of reclamation. Six Eaton furniture trucks, under the direction of Cliff Ayres, have been allocated to this work. They bring in the "casualties" to their first-aid station—the wash racks; return restored and shining household effects to their homes, or deliver them to storage until the evacuee family returns to Winnipeg and settles down again to gracious living. Meanwhile "dat ol' man Ribber" flows peacefully within his banks.

* * *

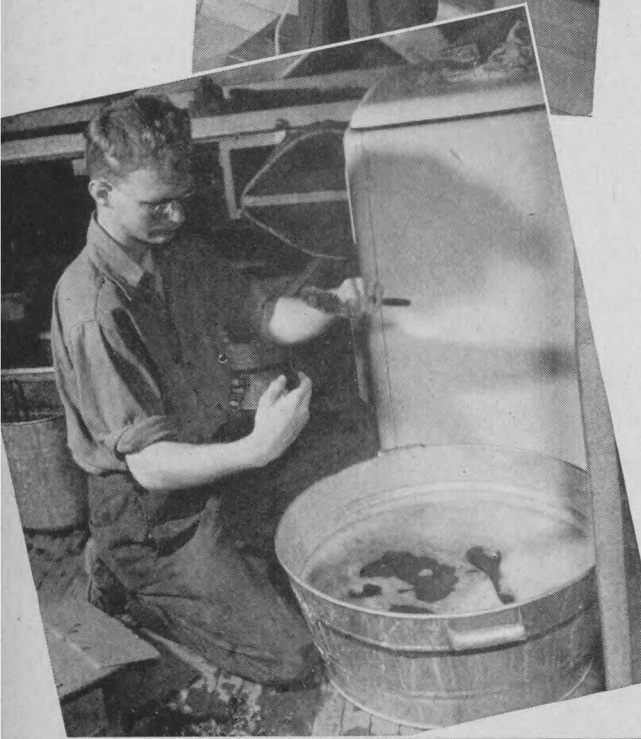
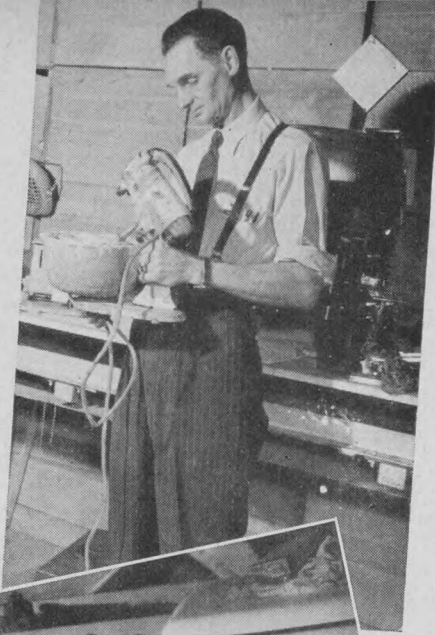
Description of Pictures

Top Picture—Now coated with the river's grime, this mixing machine once held a place of honour in a bride's kitchen. "We'll soon have it like new," says Tom Lowe, electrician.

Centre Picture—Taking "coals" to bath (not Newcastle, in this case). Harvey Lawrie scrubs the "coals" from a submerged electric fireplace in a disinfectant bath.

Lower Picture—Appliance Corner gives a typical example here of the glittering, "good as new" job these craftsmen are able to turn out in many cases. Note that toaster: submerged in Wildwood, it was a sorry mess, with half an inch of silt in the bottom. Washed, then given a chemical bath, damaged parts replaced and finally buffed, it's now spotless and ready to make the morning's toast. And note the electric fireplace. It also was submerged. After its bath, the elements were cleaned and air dried while all metal parts were rebuffed. O.K., boys, take 'em away!

Eighteen





Left Picture—French polishing is a highly specialized craft and Charlie Robson is one of the best artisans in this field. Charlie and his crew are happy to be helping in "Operation Rainbow."

Right Picture—And that goes also for Harry Sych, of our Cabinet Makers' staff. The camera caught Harry restoring the fine woodwork and legs of a chesterfield.

Don't Wait For Breaks—Make Them!

How many folks do you know who are always beefing about the bad breaks they get? Plenty, no doubt. Most of us do. It seems that a large segment of the population is inclined to blame their own failures and shortcomings on something they like to refer to as "luck" or "breaks." And most of them spend their entire lives waiting for a "break" that never comes.

Maybe such things as "luck" and "good breaks" occur occasionally in games like craps and canasta. But in the ordinary affairs of life there are no such things as "good breaks" or "bad breaks" that come to those who sit and wait for them. Or sit and gripe because they don't come.

In life men and women must make their own "breaks." And those who succeed are the ones who do. Edison for example, would never have invented the phonograph or the electric light if he had sat around waiting for lady luck to help him. He made his own breaks by thinking and trying harder after every failure.

The Wright brothers, who invented the airplane, didn't get any "lucky breaks." Instead they risked a break in the neck when they tried out their home-made contraption. It worked—but it wasn't luck that made it.

Not all of us can be Edisons or Wrights, but that doesn't keep us from making our own "breaks." We can do that by learning our jobs better than anyone else, by doing more careful work, by figuring out ways to do things easier, faster and better. (*Incidentally, here at Eaton's there are substantial awards for those who do.*)

Most of the wishful thinkers who wear out their pants sitting around and waiting for a "break" wouldn't know a "break" if it came up and bit them. It's only the guys who are on their toes and who really know what they're doing who can take advantage of an opportunity when it comes.

A "break," after all, is only a chance to prove that you are a better man than the next guy. And to do that you must know what you're doing and be able to do it better.

(With Acknowledgments, Seng Fellowship News, Chicago)

LATE DESPATCHES

On the occasion of their leaving the City Advertising, June 15, to join the Welfare Office, Mr. T. M. Miller and Miss Jean Solyllo were presented with parting gifts by Mr. Moray Sinclair, supervisor, acting for the staff. Mr. Sinclair stated that the department would be sorry to lose these two people and he wished them every success.

The girls of the Economy Section and Furniture Department held a dinner and card party at the Homestead Friday, June 16, in honour of Miss Myra Altman, who left the department. She was presented with three charming gifts from the Economy Section, Furniture Department and Warehouse staff as a testimony of the high esteem in which she was held. We wish Myra all the best and continued improvement in her health.



"And So They Were Married"

Top Row—left to right

EVELYN CLARKSON married Lou Marsh at Old St. Andrew's Church on May 27. The department presented her with a trilight and the girls gave her a combination toaster and waffle iron.

AGNES GRANT was entertained by the girls of the Lunch Room Services at a Revere ware kitchen shower at the "Homestead" in honour of her marriage to George Cutts, which took place in St. Alban's Church on June 3. The department presented her with a mirror.

BETTY DOLENKO (Mail Order Cashiers) who was wed to Lawrence LeBleau on May 13 at Holy Ghost Church. The department presented blankets and the girls of the staff gave her a lovely lamp.

ELIZABETH NEJEDLEY (M.O. Hardware) married John Stryck at St. Boniface Cathedral, May 20. The girls presented her with a gift of stemware.

GLADYS ROMBOUGH (from the Rug Office) was married to Bert Meade at Holy Trinity Church on May 26. She was presented with a torchiere by the department and from the girls a travelling clock.

Second Row—left to right

JOYCE JONES (Expense Office) who became the bride of Harold McCausland on May 27. The department presented her with a coffee table and the girls of the staff gave her linen.

HELEN CANCELLA (Lunch Room Services) was married on June 3 at Westminster Church to Gordon Andrews, pictured beside her (Elevator staff). She received a torchiere from the department, while the girls gave her blankets and a chenille bedspread.

JO RANDALL (Service Bureau) married Jim Davies (Rugs and Linoleum) on June 3. Jo received a mantel radio from the department and a shower of Revere ware from the girls. Jim's gift was a smoking stand.

(Continued on Page Twenty-One)



End of the Chapter . . .

Herta Finds Happiness!

In your daily travels to and from the Ninth Floor lounges you must have met Herta Fritsons, operator of the northeast elevator on the Donald battery. Two and a half years ago Herta was with UNRRA in Germany. Before that she was a prisoner of the Nazis. A Latvian girl who speaks English with a quaint accent but obvious refinement, the charming Herta was married on Saturday, June 17, to Vilis Ozols, a Latvian new Canadian, at St. Peter's Lutheran Church, Winnipeg.

Herta was born in Riga, Latvia, where her father was a bank official. During the war, while attending college, she was forced to leave her home and taken to Berlin. Here she was made to work long hours in a factory repairing uniforms. Four months later she escaped and managed to get to Oldenburg in the clothes she stood in. At Oldenburg she became an office worker with UNRRA, and in 1947 was selected to come to Canada as a displaced person. Arriving in Winnipeg, Herta spent two and a half years in domestic service and also took a course at Success Business College. Mastering English in this way, she increased her knowledge of the language by reading such books as Cronin's "Shannon's Way" and Margaret Mitchell's "Gone With the Wind." In October, Herta joined Eaton's Elevator staff. With her marriage comes happiness at last to a girl who has suffered much but bravely kept her chin up. Intensely "New Canadian," she would like to get her family free from behind the iron curtain. She is glad that they were at least able to send her a card with their blessing.

As new horizons open up for Herta and Vilis, may they live happily ever after!

Beauty Aids in the Flood Fight

Many nice things have been said about the efforts of Eatonians during the flood. Unfortunately, many of them will go unrecorded.

However, one particular group was brought to our attention. These are the Beauty Shop operators. A mere man would not, of course, understand how down-in-the-mouth a woman can get when she can't, for lack of water (or too much of it) get her hair shampooed. But the girls in the Beauty Shops understood and put forth their utmost efforts. Not one customer for a shampoo was turned away, whether she had an appointment or not!

Their ability to rise to the occasion in the face of this sudden deluge (this time, of customers) succeeded in once more assuring the public that "Eaton's always comes through!"

That Extra Touch!

The following letter was sent out by the Optical Department:

"We received your glasses with right lens broken and bridge cracked at centre. We are supplying new lens at cost of \$3.50 and have soldered bridge at no additional cost."

That extra touch in soldering the cracked bridge which the customer had not requested, is just that little thing that makes the difference between doing a job and doing a job well.

On receipt of her glasses, this customer was grateful enough to write a note as follows:

"In regards to above letter, the work is very satisfactory and very much appreciated as I didn't know the bridge was cracked. Thanking you very much."

"AND SO THEY WERE MARRIED"

(Continued from Page Twenty)

Lower Row—left to right

MILLIE KANSKY (Dress Goods) who was wed to Michael W. Sennett at St. Vladimir and Olga Cathedral on June 17.

PAULINE MASLANKO (Mail Order Packing) is to marry Jack Leonhart on June 17 at Holy Trinity Church. The department presented her with an iron and the girls of the staff gave her a blanket.

FLORENCE McLELLAN (Mail Order Men's Shoes) was married on June 3 at John Black Memorial Church to George Huntington (Furniture Department). The staff presented her with a bedspread and bedroom clock and the girls gave her silverware.

DORIS RICHARDS (Gloves and Hosiery) became the bride of George Bower on May 25 at Broadway Baptist Church. She was presented with an occasional chair by the staff.

JEAN HATMANENKO (M.O. Copying) married Walter Kucharczyk on June 3 at St. Michael's and All Angels' Church. She was presented with a table lamp and an electric tea kettle.

"IMPRESSIONS"

A new publication, "Impressions," a copy of which found its way to "Contacts" desk, was launched in Winnipeg this spring. The assistant editor is John Bryant, of our Elevator staff.



John Bryant

As yet unpretentious in its format, the purpose of this magazine is the welding of our various cultural and ethnic groups into a unified Canadian character.

We wish "Impressions" every success.

* * *

Mr. Bryant tells us he is also the composer of a song, "On Lake Louise," which was published recently.

Golfing Girls Gather



For Description of Pictures
See Facing Page



Eaton (Girls Only) Golf Field Day

And Not a Man in a Carload!

Wednesday, May 31, was cold and wet, but it didn't stop 175 girls from turning out for the opening Field Day at Elmhurst Golf course.

Dauntless Marg McRae, umbrella in hand, soon chased the rain away (sorry we couldn't all get under it, Marg), and the buses pulled away with their happy loads of femininity. This year it was totally a hen party—not a single man in a carload—(nope, not a married one, either).

There was a little controversy about the buses ever arriving at their destination, but thanks to Myra Reid, who directed the drivers, we landed at Elmhurst safely.

Here, two-ball foursomes were the order of the day, with putting and driving contests following. Games over, the girls proceeded to the veranda for their usual post mortems, laughter and chit-chat which flowed gaily till dinner time.

On the entertainment side during dinner was the singing, led by Molly Mitchell with Veronica Walsh assisting, while Muriel Fraser played a piano accompaniment. Hazel Cooper also sang a few gay numbers.

Greeting the membership, May Mackay, president-elect, in her very brief address said how glad she was to see so many girls turn out in spite of the weather, and she also welcomed new members from the Printing Plant and other departments.

Miss Zella Nott Presents Prizes

Prizes were presented by Miss Zella Nott, guest of honour and first president of the Eaton Women's Golf Club.

After that really scrumptious "Elmhurst special" dinner a few played more golf, while others stayed indoors to enjoy dancing and singing.

The only casualty of the day was Marg Smewing, who was hit on the cheek with a golf ball. (Was someone jealous of those lovely teeth, Marg?)

Anyway, from all accounts the gals had a wonderful time all by themselves. Can it be that we

"mere men" are simply *mere* men after all? Tsk! Tsk!

The Prize Winners

Low gross: 1st nine, E. Boorman, P. McCance; 2nd nine, Ev Turner, May MacDonald. High gross: 1st nine, M. Fraser, F. Spice; 2nd nine, Anne Hopps, Flo Holdsworth. Low hidden: 1st nine, E. Deason, L. Hantscharuk; 2nd nine, Vi Ainge, Robina Haight. High hidden: 1st nine, Marg Bowyer, P. McRae; 2nd nine, Anne Friesen, Ruby Williams. Driving: Chris Bewick, longest; Edna Fortescue, aggregate. Putting: Zella Nott, Myra Reid, Flo O'Donnell, Mary Thompson. Booby prize: Phyl Rae. Biggest beeper: Ruth Baldwin (no reception, no nothing). Longest reported putt: Dot Hardiman. Umbrella woman (only one): Marg McRae.

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Description of Pictures on Facing Page

Top Row—Left: Waiting for the buses. Right: "O.K., let's climb aboard, girls."

Second Row—Centre: Marg McRae brought along her trusty umbrella and it stopped raining. Right: A smile for the camera man.

Third Row—Left: A busload of beauty and only two men aboard—camera man and chauffeur. Right: Ruth Kashman, Alice Jefferson, Pat Argue, Ruth Agland.

Fourth Row—Left: More smiles going to waste on the photographer. Right: Here's a sextette you know—Rita Soutter, Gladys Edgar, Madge McKenzie, Lil Greenberg, Gladys Morris, Ethel Murray.

Lower Row—Left: Dorothy Tarrant, Edith Beckwith, Evelyn Quint, E. McFarlan (driving). Centre: Marge Gallagher sinks a short one as Marge Goatcher looks on. Right: More glamour—Hazel Cooper and Isabelle Hanna at the score sheets.

AUDREY BUZZA—Swim Star

It's easy to see that 16-year-old Audrey Buzza cuts through the water with the greatest of ease when you view her impressive array of trophies! Small wonder Daddy Albert Buzza (Men's Clothing Workroom) is proud as punch of Audrey's hard-won laurels. What father wouldn't be!

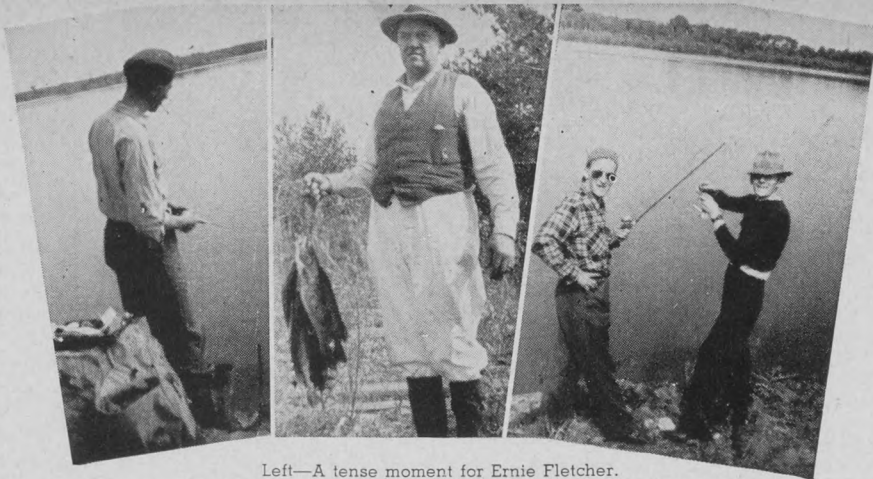
Here are Audrey's achievements as shown in the picture:

Maple Leaf trophy, 220 yards free style; Lloyd trophy, 50 yards free style; Jackson trophy, 50 yards free style; Gordon trophy, 100 yards back stroke (won two successive years); McKinney trophy; Intermediate Life-Saving Championship; Corinne Daly shield; ornamental junior swimming championship. Is Manitoba's junior 50 yards back stroke champion, also Manitoba's 100 yards official back stroke record holder, and was second in the Manitoba junior half mile last year.

Congratulations, Audrey! May you go on to the swim star's highest achievement in the hall of fame!

Twenty-Three





Left—A tense moment for Ernie Fletcher.
Centre—"Big Charlie" Schmitleitner will show the boys how to fillet and fry.
Right—"Curly" Moran and "Red" Cullins.

These Die-Hards Fish at Dawn!

Some Good Catches Reported in Eaton Angling Club's First Outing

The Eaton fishermen's postponed annual trip to Indian Bay, Shoal Lake, took place June 11 with over seventy club members and their friends on hand when the G.W.W.D. train pulled out at the unearthly hour of 4:05 a.m. from St. Boniface station. (Gosh! How these Isaak Waltonites like punishment—wors'en the golfers!)

Ideal weather conditions combined with a good catch of fish made for a perfect outing.

The first prize for the largest fish caught was split between A. Matrick and S. Perchyn with a 6-pound pickerel and a 6-pound northern pike, respectively.

W. (Bill) Evans won second prize with a 4-pound 12-ounce pickerel, while Harry Hood took third place with a slightly smaller pike.

Those who found the right spots had no trouble taking their limit of pike, while a few lucky ones got some nice pickerel.

Who was it that missed his Saturday night bath so decided to take a dip in the lake, clothes and all? Them thar rocks are slippery, Pat!

Don't believe all the stories the boys tell about the mosquitoes. None were larger than a humming bird or had as long a stinger—they just felt like that.

The next trip will be July 9 to Pine Falls and intermediate points along the Winnipeg River. Buses will leave the Bus Depot at 3 a.m. sharp. (Imagine these fellows crawling out that early to cut the grass!)

CLUB MEMBERS can obtain tickets from any member of the executive. Tickets MUST be procured before June 30, to facilitate transportation arrangements.

SANITY IN SPORTS

Intensive competition, the desire to win, and gate receipts are apt to blur our vision as to the important functions which sport and recreation should serve. It is unsound and unhealthy to think in terms of compensation every time an athlete steps on the field.

Sport—recreation—the spirit of play—is essentially basic and fundamental, and rightly directed instincts of play may exert important educational influences. Further, it would be incorrect to look on recreation as assuming only a physical form; there are equally important phases from the moral, mental and social aspects of our nature.

Honesty, loyalty, or any other attributes of character cannot be imposed—they must grow from within, as a result of guided situations which call forth the right response. The values of sane sport vary with age and other conditions, but "playing the game" has a depth and wealth that extends beyond the game itself into the activities of life.

The values of sport are no longer values unless they live with us in all our relationships. The rules of the game are the rules of life.

—Dr. A. S. Lamb in "Health"



BATTER UP!

The opening games of the current baseball season for the Eaton Softball League took place June 16 at Sargent Park. Four of the girls' teams led off: The Cubs played the Pats to the score of 9 to 3, and the Imps led the Royals 8 to 4. Walter (Spike) Scott, president of the league, pitched the first ball. Ernie Wall, vice-president, caught, and Dot Chisnell was the first batter.

An exhibition game was held in the Men's Division, the Rockets playing a composite team of Printers, Pirates and Decots, and it looks as if Bobby Clarke is coming up with another winner.

The teams and managers for the 1950 season, as well as the new executive, are listed below.

Men's Division

Pirates—J. Price, manager.

Printers—H. Chatterson, manager; J. Anderson, coach.

Decots—J. Young, manager.

Rockets—R. Clarke, manager.

Gremlins—L. Jackson, manager.

Women's Division

Pats—J. Godson, manager.

Cubs—W. Clay, manager; M. MacDonald and L. Cochrane, coaches.

Imps—J. McCroary, manager; F. Thompson and F. Swannell, coaches.

Royals—E. Wall, manager; T. Black, coach.

B.P. Bees—F. Heath, coach.

Executive for 1950 Season

President—W. Scott. Vice-president—E. Wall.
Secretary—Miss J. Thompson. Treasurer—Miss D. Chambers.

Executive—T. Scott, Miss D. Chisnell, T. Black, J. Kellas, L. Jackson.

Umpire-in-Chief—Jack Moore.

Bill Clay has again been kind enough to make out the schedule.



"Dat Old Debbil, Sun!"

Watch that July sun, gals and guys, when you spend those lazy week-ends on the water, or the golf course or the tennis courts, not to mention the fishing trips.

Not long ago a canvass of industrial physicians revealed that, especially during July and August, the greatest cause for absenteeism was no more or less than sunburn! Another enemy hidden in these happy summer outings is *poison ivy*!

Because this fact is not more generally known, it means that insufficient effort is made by individuals to prevent sunburn. You can prevent it by taking the sun in small doses until your skin has developed its protective coat of tan. If you are one of those white-skinned people who don't tan, then stay out of the sun, or at least keep yourself well covered.

What's Going On Around Here?

BASEMENT STORE

A presentation was made to June Kernaghan (Basement Store), who left May 10 to become the bride of Ted Faulkner. June received a chenille bedspread from the department and a wool bedthrow as a shower gift from the girls.

Basement Luncheonette—By M. Blunt

Due to the flood, we have some news to catch up on, so here goes.

Our bowling wind-up at Moore's on April 22 was the big highlight. Jennie Simm won the top award; Janet Gasakowski, second; Pearl Carlson, third. Tena Skronek was first for highest score for late starters. The girls, and our one lone male, Morris Prokappa, presented Jennie Simm, our secretary, with a lovely cup and saucer. Jennie left, May 21, for three-months' holiday. Flying to the old country, she plans to visit Scotland, Switzerland and the Isle of Man. Have a lovely holiday.

This correspondent's thanks to all of 1100M for the lovely basket of fruit sent her while in hospital.

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Tommy Smith Honoured

On June 10, 1950, a farewell presentation was made to Tommy Smith, of the Receiving Room, who was retiring after 38 years and 10 months with the Company. Tommy spent 31 years in Department 132 and the other seven years in the office.

Mr. Dan Galbraith, head of the department, commented on Tommy's friendliness, his interest and sympathy for all staff members, especially those who were ill.

Tommy had been the mainstay in organizing the annual picnic fund, added Mr. Galbraith, and was ever ready to help in anything for the welfare of his department.

Quiet mannered, unassuming, Tommy will be missed not only by his immediate associates in the Receiving Room but by his many friends throughout the Store, and it is hoped he will keep his promise to return for frequent visits.



MAIN FLOOR

Elizabeth Arden demonstrator, Jean Marshall (Drug Department), literally "flew to victory" Monday, May 29, when she left via plane for Calgary to take first prize among 28 contestants at a five-day school for Elizabeth Arden demonstrators of Western Canada. Jean received as her gift a lovely Elizabeth Arden beauty kit. Congratulations from all of us!

Men's Clothing

Glad to welcome back Mr. Peter McDonald, who has been on the sick list since he was knocked down by a car on December 23.

Twenty-Six

SECOND FLOOR

Elmer Becker (Receiving Room) wears a broad, beaming smile on his face these days, for he is the proud father of a son who weighed in at Victoria Hospital May 1, at 8 pounds 3 ounces.

Miss Isabel Stokes (Dress Goods Department) left on Saturday, May 13, to become the June bride of Mr. Murray Coghlin, a recent graduate in law from the University of Manitoba. The wedding is to take place on June 9, at seven o'clock, in Knox United Church.

On leaving, Isabel was presented with a table lamp by Mr. P. E. Odell (head of department) on behalf of the management and staff of the Dress Goods and Pattern Departments. Our very best wishes for your future happiness, Isabel.

Miss E. Kansky (a members of the Dress Goods Department for nearly five years) left the store on May 27 to become a June bride. The lucky man is Mr. Michael William Sennett. The wedding is to take place on June 17, at 5 o'clock, in St. Vladimir and Olga Cathedral.

Mr. P. E. Odell, head of department, made a presentation of Revere ware to Millie, on behalf of the management and staff of the Dress Goods and Pattern Departments. Millie takes with her the best of wishes for a happy future from a host of friends.

The Fancy Goods "One O'clock Bowlers" held their season wind-up Wednesday, April 5, with a luncheon at the Graystone Arms. Prizes were presented by the guest of honour, and ever-popular, Bob Herriot.

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THIRD FLOOR

Welcome to Marlene Magnusson, a new member of the Meat Office. Marlene comes to us from 147 department.

Eddie Spearing is progressing favourably after his operation (appendix).

Sorry to report Mr. Frank Cooper absent through illness.

A wee daughter arrived on Sunday, May 14, to gladden the home of Mr. and Mrs. Danny Wilkes (Watch and Jewellery Repairs). Congratulations, Maxine and Danny.

Welcome back to the girls from the University who come in every summer to lend us a helping hand.

D.A. OFFICE CHATTER

By E. Landsley

One of the happiest girls in the office these days seems to be Miss Betty Marchant. Her smile sparkles at everyone, so does her left hand where gleams a very lovely diamond ring, presented to Betty on May 4 by Mr. Bert Thorkelson. Congratulations to you both.

Mrs. Verne Peters, who has been on the sick list for some time now, dropped in to see all the girls the other day. Verne's looking as good as new and we can't wait to have her back.



FOURTH FLOOR

Miss Kay Wurtak (Misses' Dresses) left Wednesday, May 3, to be married to Mr. Philip Barber, Saturday, May 6. As a parting gift she received a torchiere lamp from the department presented by Mr. J. A. Ferguson, supervisor. She also received a corsage of sweetheart roses pinned on by Miss E. French.

Best wishes to the Misses Vi Morton and Janet McIntyre (Lingerie) who each received a sparkling diamond recently.

The Optical Department staff sends best wishes to Miss Mabel Nelson (retired) who has been on the sick list. A welcome is also extended to a new member of the department, Mr. Fred Irwin.

Mr. Phil Yaffe (Opticals) is pretty proud of his young son at all times but especially so now since his picture was featured in the Portage West window during "Baby Week." Guess Hollywood isn't the only place that has stars.

Beauty Shops

Regret to report that Mrs. Finley is on the sick list with an emergency appendix. We hope to see her back soon.

Dresses

Ivy Hitchins married Jim Karn on June 3 at St. Paul's Church. The department presented her with a lamp and a corsage of Sweetheart roses while the girls entertained her at a miscellaneous shower. Best wishes to Ivy and Jim.

Coats and Suits

This department is very sorry to lose the services of Mrs. Nancy McNichol, who came to them as a war bride while her husband was taking a pharmacy course. Nancy was extremely popular with customers and staff alike. Her husband graduated this spring and the two are taking an extended trip to visit Mrs. McNichol's parents in the old country. The girls had an informal gathering for Nancy and Mr. Graham Scrivener presented her with a leather hat box on behalf of the staff.

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FIFTH FLOOR

Lunch Room Services tell us that Kay Stobie was married to Percy Buzza on May 17 at Holy Trinity Church. The girls gave her a linen shower.

A bit late getting in, Kay, the flood you know. Best wishes to you both.

Boys' Clothing

Best wishes to Sadie Stojack, now convalescing from an appendectomy. Hope to see you back soon, Sadie.

Mr. and Mrs. Colin MacMillan are the proud parents of a new baby daughter.

Juvenile Wear

May Mitchell married Bill Campbell on June 10 at Westminster United Church. The department gave her blankets and the girls held a miscellaneous shower in her honour. Good luck, May and Bill.

Melba Martin is recuperating at home after a siege in the hospital. Hope to see you back soon, Melba.

Lunch Room Services

The girls of the Restaurant Bar held a shower on June 19 in honour of Alice McLeod, who was married to Lloyd Graham on June 24 at St. Phillip's Church, Norwood. Alice received a gift of bedding. The department wishes her every happiness.

Bakeshop

Alan Perkins was presented with a trilight and picture by Mr. J. D. Laing, supervisor, on behalf of the department. Alan was married this month.

Miss Florence Haas left recently to take up duties as a housewife. The girls of Grill Room Products gave her a parting gift of ear-rings.

Hazel Bates (Children's Gloves) has received a lovely diamond from Mr. Art Patterson, of Toronto. Best wishes, Hazel.

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SIXTH FLOOR

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Carpets Calling!

By G. McLean

Sorry to report that Sid Morisoff of 272 Workroom, had to leave his job on the dikes to have his appendix removed. Glad to hear you are home from the hospital, Sid.

Good going, Mrs. Lumby—hear the boys really enjoy the steaks you cook for them when you go out to Fort Garry after work. Bet they can really go at the dikes after that.

Proud grandmothers are: Mrs. Sara Lumby, a granddaughter, and Mrs. M. Beattie, a granddaughter.

We are sorry to lose Mr. A. J. Ward, who has been transferred to the Calgary Store, and wish him every success in his new post.

General Office News—By Thelma Rand

The weddings of two brides-to-be are announced: Barbara Duncan to Kenneth Robson at St. Andrew's River Heights United Church on June 24 at 7 p.m. The department and staff presented Barbara with a coffee table. And Doris Sushelnitsky to Evans Buchkowsky at the Ukrainian Greek Orthodox Church in Canora, Saskatchewan, on June 24 at 7 p.m. The department presented Doris with a bedspread and the girls of the staff gave her a Mixmaster.

The G.O. also reports the arrival of two new diamonds: To Daisy Day from Fred Rowley on June 5, and to Ruth Peterson from Steve Chambers on June 5. And what a dazzling pair!

Joan Polson is in the hospital for an appendectomy. Hope you will be back with us soon, Joan.

Glad to welcome Wilma Carle back from the hospital.

Draperies Department

Mr. and Mrs. Wesley Fidler announce the arrival of a new daughter, Leslie, 8 pounds 3 ounces, born May 28.

A cheery hello to Anne Michaluk. We hope to see you back at work soon, minus the chicken-pox spots.

Paints and Wallpaper

The staff had a small party in honour of Mrs. Alice Sedo, who left the Company on June 3. The guest of honour was presented with a picture by the staff.

CONTACTS

Paints, Wallpaper and Pictures

Anniversary congratulations were extended to Douglas Gordon, celebrating his 30 years with the Company. The Paints, Wallpaper and Picture Departments presented Doug with a mantel radio. Flowers were sent to Mrs. Gordon.

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SEVENTH FLOOR

Contract Sales Office informs us that Lyle Harvey's wife presented him with a daughter, Mary Louise, weighing in at six pounds, on June 6. How about those cigars, Lyle?

We hear, too, that all the oil is not in Alberta. McLeod Campbell (of Contract Sales) had his oil line burst, flooding his already flooded basement. Tough luck, Mac.

The ever-smiling Ginny Dennison (Contract Sales) will be smiling more brightly when she moves into her new home in Churchill Heights.

Furniture Department reports the marriage of Eugenie Gollard to Walter Ellie at St. Vladimir and Olga Cathedral on June 3.

The girls gave Eugenie a personal shower and the department presented her with Revere ware.

Charlie Morrison (Furniture), we are told, has recently acquired a baby Austin and has whizzed his family off on a holiday. Nice trip to you, Charlie and company.

The Radio Department is exchanging another bachelor for a benedict on June 17 when Andy Sellens marries Olive Polidwan at St. Matthew's Church.

Radios wish to report that Norris Jones has become the "proud father" of a midnight blue Meteor. Good speeding, Norris!

The girls of the Electrical Department presented Sadie Heisler with a Royal Copenhagen figurine in honour of her retirement. She left June 10 and is now holiday tripping. Drop in often and see us, Sadie!

City Budget Plan

Presentations were made to the following on their departure from the Budget Plan:

Eileen O'Connell sailed on June 10 for London, England, where her marriage to Francis MacNamara will take place in June. After an extended honeymoon in Europe, they will make their home in Dublin, Ireland.

Ruth Bailes left the Company in May and will reside with her family in Roblin, Manitoba.

Dorothy Paul left to take up nursing in the Selkirk General Hospital.

Yvonne Drinkwater has left for an extended holiday at her home in Belgium, and on her return will join her husband to reside in Toronto.

Jerry Hutchinson was presented with a Ronson lighter when he left the department to take a new position.

Best wishes and good luck to you all!

Our sincere sympathy to Bob Adams in the death of his mother, who passed away June 3.

Welcome back to Fred Merrett, who teaches at Machray School and joins our Collection Department for the summer months. Also to our university students, Margaret Schofield and Dolores Radford.

Twenty-Eight

Presentations were made to the following girls on their departure from the Budget Office:

To Frances Peterson whose marriage to Mr. George Langrill took place on Thursday, May 11, at the Selkirk Lutheran Church; Phyllis Burns who left with her husband to reside in Calgary; Lucille Beattie who left to take up household duties; and Joyce Chown who left to teach handicrafts at Mount Allison University at Fredericton, N.B. Good luck and best wishes to you all!

It is with deep regret that we report the passing of the infant son of Bob and Marge Adams, aged six days.

Wages Office—By Ruth Bardal

Marion DesBrisay left on June 16 to marry Gilbert Smith, Saskatoon, in St. Jude's Anglican Church on Saturday, June 24. They will reside in Saskatoon. The office staff presented her with a pair of end tables, and at a shower the girls gave her a table lamp and ornament.

Barbara Metcalfe is marrying Bert Moon in Chalmers United Church on June 24. The office staffs presented her with bedroom lamps and the girls gave her a shower of linen and kitchen gadgets.

Best wishes to you all.

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EIGHTH FLOOR

Sales Audit

Isabelle Young left May 27 and on June 3 became the bride of Wally Alsip. Best wishes.

We are also showing a new diamond this month. Margaret Rustige is the starry-eyed gal. Good luck!

City Advertising

On leaving, June 15, Frank Rassler was presented with an album of records by Mr. J. P. Ellis, head of department, on behalf of the staff.

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ELEVATOR UPS AND DOWNS

By Agnes Reese

A hearty welcome to the following new members: Lillian Kumhyr, Barbara Gunter, Gloria Ulmer, Darlene Spackman, Violet Cousins. Our best wishes for a pleasant stay with us.

Edna Haberstock, who returned to her home at Calder, Saskatchewan, was presented with a small remembrance by Mr. J. Cheale on behalf of the girls. We hope to see you back with us soon, Edna.

Herta Fritsons, our Latvian member, left on June 10. She is to be married June 17. On behalf of the girls, Mr. Cheale presented her with a picture. Our best wishes for every happiness.

Jean Hunt has undergone an operation recently. We all wish you a speedy recovery, Jean.

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Carpenters Fete Bill Murray

Forty members of the Carpenters' staff were at the St. Vital rink on April 22 for a stag party honouring Bill Murray, groom-to-be. As a wedding gift from his associates, Bill received a lovely table setting of linen presented by Mr. C. S. Blenkhorn, head of department. Bill was married April 29, and we all wish him and Mrs. Murray much happiness!



In The Mail Bag

THIRD FLOOR

M.O. Budget Plan

A bowling get-together was held by the staff on Friday evening, June 9, at the Saratoga. A "bowl-em-over" good time was enjoyed by all (including the ones who bowled for the first time) and we are looking forward to a picnic, Hank, later on!

The winners in the bowling were: Highest average team—Mr. E. G. Macdonald; highest average individual person—Mr. Art Peabody; three top teams—Mr. Macdonald, Mr. Peabody and Mr. Hawkhead; four hidden prizes—Ruby Maire, Flo Holdsworth, Joan Found and Helen Penner.

On May 12, a presentation of a handbag was made to Edna Tamplin, who was transferred to Department 174. Best of luck, Edna.

Congratulations to Mr. and Mrs. Monty Reid on the birth of their second daughter, June Elizabeth, on June 4 at the Vancouver General Hospital.

Congratulations, also, to Mr. and Mrs. Harry Darby on the birth of a son, Gregory Bruce, on May 27.

We are sorry to report Donna Rodway is on our sick list. Hope you will be able to get the cast off soon and kick a football around!

On leaving the office, a presentation of a pair of woollen blankets was made to Ottie Harman on behalf of the staff. Good luck, Ottie.

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FOURTH FLOOR

M.O. Children's Shoes—By D. Higham

By the time Contacts goes to press Marcelle Allard will be Mrs. Paul Allary. On leaving, Marcelle was presented with a lovely blanket, while the girls held a luncheon in her honour and presented her with a Pyrex set. Best wishes for the future, Mr. and Mrs. Allary!

Lena Smilinsky is the very happy and proud wearer of a lovely diamond. The lucky chap is Johnny Drachuk. Our best wishes to you both.

M.O. Men's Shoes

By T. Miller and S. Beale

Cupid has been busy in Department W37. Ethel French and Lillian Zaborniak arrived at work with lovely diamond rings. The "big dates" have not been set yet, but we wish them both much happiness.

M.O. Women's Shoes—By L. Shadbolt

Department 38 lost one of its popular members on May 20 when Jean McKinnon resigned. Jean has not been feeling up to scratch lately and is going to take it easy for a while. On leaving, Jean was presented with a gift from her co-workers with all their best wishes for a healthy and happy future.

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FIFTH FLOOR

M.O. Drugs

Much water has gone under the bridge since our last report. That, in short, is the reason why

some of our news is a bit dated. However, it is of such a nature that it cannot be overlooked.

Three important changes have taken place in the last two months. The first—the cause of the second and third—was that Mr. H. Green has left us to take over the management of the Drug Department, Store. What have they got we haven't? A presentation was made to Mr. Green by Mr. McGurk, who expressed our congratulations and good wishes.

We should like to extend congratulations to Mr. McGurk, our new department head, and a hearty welcome to Jack Ross, our new assistant.

Our best wishes go to Anne Schellenberg, who was evacuated on account of the flood and returned to work wearing a new diamond. It's an ill wind that blows nobody good!

* * *

SIXTH FLOOR

Watch and Jewellery Repairs

By Rudolph Beiber

Noticed the happy smile that Mr. H. Wiseman has worn recently? That's because he's the proud grandparent of wee twin girls!

Glad to hear that Jack Graham and his brother have won more "piping" laurels. Keep up the good work, Jack.

By Mina Doolan

Congratulations to Mr. and Mrs. George Scott on the birth of a son on May 8. The wee brother for David and Colleen is being called Donald Winfield.

A belated word of congratulation, too, to Mr. and Mrs. John Rowluk on the birth of a daughter, Judith Mary, on April 19. The news reached us too late for the previous issue of Contacts. The baby's mother, Jen Rowluk, is a former member of 60 Department.

A presentation was made to Madeleine Boily on Friday, June 2, on the occasion of her leaving to be married. Her marriage to Mr. Edouard Lord, formerly of La Broquerie, Man., was solemnized at St. Boniface Basilica on Saturday morning, June 3. They will make their home in Edmonton, Alta., and our best wishes go with them.

Isabelle Taylor Retires

The Mail Order Dress Goods said good-bye on May 17 to Miss Isabelle Taylor, who left after 26 years with the Company. She is planning a trip to California.

At a farewell ceremony in her honour, Mr. P. H. Longstaffe presented Miss Taylor with a Cogswell chair from the staff. Mr. Longstaffe spoke highly of Miss Taylor's long and loyal service, and wished her good health, happiness and contentment in her leisure hours.

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SEVENTH FLOOR

M.O. Women's Dresses—By Ruth Hodgson

Holy Cross Lutheran Church was the scene of a lovely wedding, May 27, when Kay McMahon became the bride of Gus Smith. Best wishes for the future!





EIGHTH FLOOR

M.O. Correspondence—By *June de Gagne*

Glad to hear that Jean McKelvey is recuperating very nicely. As a result of a tumble, Jean had to spend her 21st birthday at home, but she was far from forgotten by her friends in 117 and 118, who sent her cards and flowers, and we all had to thank her for her "thank you" notes.

117's little Miss Joan Hebert has just recently become engaged to Mr. Andrew (Andy) Prud'homme. (No, girls, no relation to Celine.) Congratulations to you both.

117-118 Departments—By *J. Baynes*

McFetridge-Alderdice

A wedding of special interest to Departments 117 and 118 took place in Riverview United Church, Wednesday, June 7, between Dave McFetridge and May Alderdice. May made a very lovely bride and we feel sure will make Dave a happy man. Good luck and lots of happiness to you both from us all.

Mary Fegal came to work recently with eyes sparkling as brightly as the diamond on her left finger. Congratulations and best wishes from the gang, Mary.

The sincere sympathy of Departments 118 and 118A is extended to Jack Day on the recent death of his mother-in-law, Mrs. Garrett.

Monday, June 19, was a "sparkling" day for "Tommy" Saunders. The lovely diamond on her finger matched the radiance of her smile. Best wishes, Tommy!

It's another grandson for Mr. J. H. Merrett, head of Department 118. Donald Grier Merrett was born June 6, 1950. Our congratulations to the proud parents and a warm welcome to little Donald.

M.O. Copying—By *D. Hunt*

Congratulations are extended to Pat Kadera and Olga Mellon, who are both sporting beautiful diamonds.

M.O. Cashiers

By *M. Jenkins and W. Hamilton*

Sorry to report Chris Wickland is in the hospital. We wish her a speedy recovery.

Glad to see Margaret Milne back at work after her recent illness.

We extend our sincere sympathy to Joan Boyd on the death of her father.

Betty Dolenka left the department on May 20 to be married to Lawrence La Bleau. Before leaving Betty was presented with a bedthrow and lamp from the department, and other gifts.

Helen Markevich was married, May 13, to Bob Diaczuik. Before leaving Helen received a bedthrow and dresser lamps from the department and other gifts from friends.

Photographic W.R.—By *S. Sapiak*

We are pleased to have Bonnie Clarke back with us again after her recent illness.

There's a bright new diamond sparkling on that all-important finger of Laura Stack's. Sincere congratulations go out to you and your fiance.

With Albert Mousseau back after a long month in Vancouver and points west, the department seems to have resumed its usual hum and buzz,

Thirty

which can only be caused by one such as he. It's nice to have you around again, Albert.

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NINTH FLOOR

Candy Factory—By *Vera Norrington*

Another sparkling diamond appeared in the Candy Factory on the all-important finger of Lorna Waite. Lucky fellow is Ronald Coward. Best wishes to you both.

Congratulations to Bert and Mrs. Enefer (nee Solomchuk, formerly of the Fruit Department) on the arrival of a baby daughter, Darlene Beth, who weighed in at 7½ pounds.

We are glad to welcome back Lil Sharp, who has been on the sick list.

M.O. Notions

By *H. Lobse and H. Fotheringham*

We are sorry to lose Agnes LaFlamme and Lucille Prefontaine, who have resigned. Best of luck, girls!

We are very happy to announce that Miss Stephenson is back after a long illness.

Doreen Thompson, Elaine Tessier and Olive Eldred are now in new departments. We hope you will be very happy in your new positions, girls.

M.O. Men's Furnishings—By *D. Dee*

We take this opportunity to say the "very best" to Mr. J. Bewick and Mr. W. Quayle, recently retired from Department W28. We hope their years of retirement will be happy ones.

We are pleased to report members of our staff evacuated during the flood have now returned to their respective homes. We hope the clean-up job will not be too tough, folks.

ALEXANDER AVENUE WAREHOUSE

M.O. Furniture—By *A. Surbey*

Best wishes to one of our gals, Miss Marie Thomas, who left us to join Department 67. As a parting gift she was presented with a jewellery box, which we hope she will cherish with the memories of Department W70 gang.

Friends in the warehouse gathered at the home of Thomas Weir for a surprise party for Marie, when she was presented with a compact and a rhinestone pin as a party remembrance.

It's A Boy!

On May 27 the stork paid a visit to Mr. and Mrs. Bernard Hill and presented them with Richard Henry. Congratulations, Dora and Bernard!

Mr. Fred Darnell, recently retired, paid the department a visit. Glad to see you looking so well, Mr. Darnell!

An employee of a large firm approached the office manager. "Sir," he said, "I'd like to have a week off."

"What?" cried the manager. "You just got back from a vacation."

"But I want to get married," replied the employee.

"Why didn't you get married while you were on your vacation?"

"Well, I didn't want to spoil my vacation," was the reply.

—Dan Bennett

With Handsome Winners Like These
It Looks Like a Nice "Racquet"!

Eaton Badminton Winners

The Eaton Badminton Club held its annual tournament at the Y.W.C.A. courts in April and the winners are pictured at right. Isabelle Hanna won the trophy for the top woman player of the year, and Harold Gould for the top man player. Trophies were presented on June 17 by the club president, Miss Bea Aymer.



Sadie Heisler Plans Long Holiday

One of our best known and most capable Eatonians, Mrs. Sadie Heisler (Electrical Department) retired June 3, after 26 years with the Company. Mrs. Heisler was presented with miscellaneous gifts by her admiring associates. She is now spending a long vacation at Clearwater Bay.

PRINTING PLANT PATTTER

By M. Torrance

The river is back within its muddy banks, the dikes are down, the sun is shining through our windows again and we are going on as before.

We wish to pay tribute to our fellow Eatonians who worked untiringly during the flood on sandbags, dikes and pumps to keep the water down so that we would not have to evacuate.

Thank you, fellows, for a job well done.

Fore! Watch your step, ye golfing lads, or the ladies will "putt" you off the green. Several of our girls have joined the Eaton Ladies' Golf Club this season. They got off to a good start May 31. Pearl McRae and Margaret Bowyer were both prize winners. Remember, girls, all turf must be replaced!

St. James' Anglican Church was the scene of a pretty wedding, June 9, when Cyril (Cy) Jones exchanged marriage vows with the lady of his choice. Cy received a mantel radio and toaster from the staff.

Nice to see Doris Sharp's smiling face in the department again after a week of illness.

George Kuntz is still in hospital. Cheerio, George, we are all pulling for you!

We wish Alex Hook, of the Engineering Department, a speedy recovery.

It was with regret that we received word of the death of James Fellowes, who passed away June 8. He was with Eaton's for 30 years, retiring in August, 1949. Jim will always be remembered as a dear friend and amiable fellow worker.

On May 10 Bill Goebel called it a day. The department presented him with a nice restful occasional chair for his leisure days ahead. The best of luck, Bill.

Alex Mackenzie Gets Hole-In-One!

From the Medicine Hat News, May 29

Alex Mackenzie is buying the rounds today. The manager of Eaton's Furniture Department (Medicine Hat) became the first tee artist in the Gas City to get the golfer's dream, a hole-in-one.

Alex was playing with Mrs. Jacquie Troman in the two-ball mixed foursome at the Connaught Golf Club yesterday. He came to the 126-yard 14th hole, and picked a No. 7 iron from his bag. The ball sailed straight and true, bounced once and plunked in the hole.

Rumours are that "Mac" is seriously thinking of challenging Bobby Locke now.

[As we go to press, Eaton Winnipeg golfers, who are now battling it out on their field days, send their congratulations to "Mac" on his golfer's dream come true.]

What's Going On Around Here?

SEVENTH FLOOR

Furniture Department

On May 27, Department 270 held a party at the Norwood Credit Union Hall, in honour of two members who were leaving. Mr. W. G. Thomson presented Mr. E. Miskelly with a gladstone bag from the staff. Mr. Miskelly is to make his future home in the Southern States. Mr. M. English received a brief case, presented by Mr. C. M. Livingstone on behalf of the staff. Dancing and refreshment wound up a very successful evening. Our thanks go to M. Farrell, D. Johnstone, M. Friesen, M. MacPhail and A. Finnbogason for their efforts in arranging for the party.

Eugenia Gollard was the guest at a shower on May 19, where she received a corsage and bridal set, and on May 27 the department gathered to say "good luck" to Eugenia, who was leaving to be married on June 3. She received a present of Revere ware which Mr. Thomson, in making the presentation, remarked was guaranteed not to burn food and should thereby help a new bride. We all hope the sea of matrimony will be smooth for Eugenia and Wally.



EYES FRONT! Let's Take a Trip Down Memory Lane

There are many familiar faces in this picture. How many can you recognize? This group of Eaton men from various units was photographed at Sewell Camp in 1915.

(Picture loaned by Tommy Ward, C.O.D. Returns)


Front Row—Third from left is R. English (now Eaton drivers); that dashing young officer next to him is Sam Williams (now supervisor, Notions, etc.); right of Sam is Aubrey Artiss (formerly Departments 117 and 118), and next is the late Capt. W. Gault (Department 118).

Second Row—Second from left is Tommy Ward (C.O.D. Returns), and next is Private W. G. B. Dailley (later a lieutenant-colonel and staff superintendent, now retired).

Third Row—Fourth from left is Bill Hodgson (supervisor, Meats), while at ninth that slim, dark soldier is Edgar Adey (head of department, Electricals).

Back Row—Fifth from left is Stan Smith (Delivery). Among others in the picture are Bill and Jack Ogston (formerly Cartages, recently retired), Driver Hawkins (151), George Wright (now Eaton's, Toronto), brother of Bill (Lumber, 253), and Harry Wharton, now of Chicago.

In Memoriam



ERNEST W. HAWKINS

It is with deep regret that we report the passing of Mr. Ernest William Hawkins, assistant in charge of the Camera Counter, who died suddenly on Sunday, June 25, at the summer home of his brother, Fred J. Hawkins, Laclu, Ontario.

Winnipeg born, he was 55 years of age and had been with the Company for 31 years.

Ernie was not only an authority on cameras and photographic equipment, he was also a keen enthusiast and never happier than when helping the amateur. An open-hearted friend, Ernie Hawkins' acts of kindness will be remembered by countless Eatonians, while his many charities will never be known.

He is survived by his widow Margaret; two brothers, Fred J. and Herbert H., both of Winnipeg; two sisters, Mrs. A. Watkins, Winnipeg; Mrs. R. McMillan, Minneapolis, Minnesota. Mr. Hawkins was laid to rest in Elmwood Cemetery.


JOYCE HARRIETT MOORE

We regret to report that Joyce Harriett Moore (Mail Order Seeds) passed away on May 28, 1950, at the early age of 23. Joyce had only been with the Company for eight months, but she had already impressed her associates with her friendly personality.

Our deepest sympathy is extended to her father, Mr. Donald Moore; her brother, Robert, and her two sisters, Mrs. Arnott and Mrs. Buys.

JAMES FELLOWES

Mr. James Fellowes (formerly Printing Department) died in Vancouver on June 8. He had been with the Company for 35 years and retired a year ago. He is survived by his wife, a former employee of the Company.



We extend sincere sympathy to those members of the staff who have recently suffered bereavements.

In the Loss of a Father

MISS JOAN BOYD (M.O. Cashiers)
MISS E. GUENTHER (Shirt Factory)
MRS. P. LAMONICA (Dress Goods)
MISS P. CHAPMAN (M.O. Salesroom)
MR. THOMAS RIDDELL (M.O. Packing)
MISS K. BODLEY (Head Cashier's Office)
MR. N. BODLEY (City Inspectors)
MISS L. BOYD (Gloves)
MRS. F. SADLER (M.O. Copying)
MR. J. REID (Gloves)
MISS M. REID (Neckwear, Handkerchiefs)
MR. M. ELLIOT (Freight Transport)

In the Loss of a Mother

MR. F. LANGLEY (M.O. Women's Shoes)
MR. R. ADAMS (Budget Plan)

In the Loss of a Sister

MR. H. ROBINSON (Drugs)

In the Loss of a Baby

MR. F. PACI (Drapery Workroom)

In the Loss of Her Husband

MRS. C. FOSTER (Lingerie)
MRS. M. MACGREGOR (Fur Storage)

In the Loss of a Brother

MISS F. GILMOUR (Mailing List)

"Our Gracie" Greets Young Eatonian



The lucky young man in the arms of "Our Gracie" Fields is Neil Gray, 13-month-old son of Bill Gray (Department 118)—and is daddy jealous!

Gracie visited Winnipeg in May, during the dark days of the flood, and donated \$1,000 to the Manitoba Flood Relief Fund. This picture was taken at the C.P.R. Depot at that time. On her return to our city in June she sang her way into our hearts.